

### **REMARKS**

New claims 90-134 are pending in this application while original claims 1-89 are cancelled. Applicant represents respectfully that new claims 90-134 are in condition for allowance.

#### **Amended Drawings**

In the action mailed February 27, 2003, the Examiner objected to original FIGS. 7A through 10 for embedding reference numbers within tables shown by the FIGS. Consequently, Applicant generated amended FIGS. 7A through 10 by moving all the reference numbers outside of those tables. Nevertheless, in Applicant's reply to the action mailed February 27, 2003, Applicant inadvertently failed to include amended FIGS. 7A through 10. Amended FIGS. 7A through 10 are included with this response and Applicant respectfully requests withdrawal of the objection to those drawings.

Additionally, FIG. 11 is amended to correct the misspelling of "message" in block 1110 of that figure.

#### **Interview Summary**

Applicant thanks Examiner Thein and Primary Examiner Smith for the courtesies extended to Applicant's representatives during the personal interview conducted on November 6, 2003. The foregoing new claims and the following remarks reflect the substance of the interview.

#### **35 U.S.C. § 103 Owensby Rejection**

Claims 1-89 are cancelled, obviating this rejection. However, to further prosecution, Applicant provides the following remarks to point out some of the distinctions between new claims 90-134 and the cited Owensby reference (U.S. Patent Application Publication, Pub. No. US 2002/0077130).

Owensby discloses, in pertinent part, a system and method to provide customers with free or subsidized wireless telephone service (e.g., free cellular phone service). In exchange for the

free or subsidized wireless telephone service, the customer agrees to allow the telephone service provider to present advertisements to the customer whenever the customer places a wireless telephone call. In particular, in the method of Owensby, a caller uses a wireless telephone to make a subsidized call to a call recipient. Before the call is connected, however, or during the course of the call, a computer inserts an advertisement into the call to subsidize the call. See Owensby at pp. 5-6, ¶ 0024; and at p. 6, ¶ 0043. The advertisement is selected automatically based on information related to the caller. See Owensby at Abstract; and at p. 6, ¶ 0043. Only after the computer presents the advertisement to the caller, does Owensby provide the caller with an opportunity to interact with a human regarding the already presented advertisement, for example, by requesting a call-back from a telemarketer. See Owensby at p. 5, ¶ 0029.

By contrast, new independent claims 90, 100 and 114 exploit the marketing opportunity presented when a caller calls a customer service call center for help with a product or a service. A caller identity and/or a first attribute of the caller are determined and used to access from a first database additional attribute information stored about the caller prior to the call. The gathered information is used to select an appropriate sales pitch from within a second database of potential sales pitches. The caller then is routed to a human operator and the human operator is assisted by the computer to present the sales pitch to the caller—thus leveraging the established human-to-human interaction.

Plainly, the technology of Owensby is very different than that covered by new claims 90-134. In short, Owensby at least fails to describe or suggest leveraging a call for service from a caller to a customer service call center as a conduit to assist a human operator to solicit the caller to purchase a good or service. Claims 90, 100 and 114, and their dependent claims, are allowable for at least this reason.

35 U.S.C. § 103(a) Owensby/Kamel et al. Rejection

Claims 1-89 are cancelled, obviating this rejection.

For at least the reasons discussed above, Applicant respectfully requests allowance of new claims 90-134.